

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer implemented method of conducting commerce, the method comprising:

receiving a commercial transaction request from a user as text input;

using natural ~~programming~~ language processing to analyze the text input to build a conversation with the user based on the commercial transaction request;

conducting a commercial transaction with the user based on the text input;

generating a voice-synthesized response in accordance with the commercial transaction through an avatar;

tracking the commercial transaction by storing the commercial transaction in the database, and

analyzing, statistically, a plurality of tracked commercial transactions made by plural users to produce market research information.

2. (Currently Amended) The method of claim 1 wherein tracking comprises:

searching a database to find related information associated with conducting the commercial transaction.

3. (Original) The method of claim 1 wherein tracking comprises:

generating follow-up messages to send to the user that is based on added information stored in the database.
4. (Previously Presented) The method of claim 3 wherein the follow-up messages with the user are statistically analyzed to generate marketing related information.
5. (Currently Amended) The method of claim 3 wherein the commercial transaction is a user request as to order status for an order being tracked in the database.
6. (Currently Amended) The method of claim 1 wherein generating the response comprises:

searching a database for content related to the commercial transaction request; and

animating the avatar with a voice and facial movements corresponding to content found in the database.
7. (Currently Amended) The method of claim 6 wherein animating comprises generating helpful verbal suggestions for conducting the commercial transaction.

8. (Currently Amended) The method of claim 7 wherein animating comprises processing text input from the user with natural language ~~programming~~processing (NLP) techniques to develop and build conversations between the user and the avatar.

9. (Previously Presented) The method of claim 1 wherein receiving the text input is in response to a suggestion generated by the avatar.

10. (Previously Presented) The method of claim 1 wherein the program performs an inquiry for financial information related to the user.

11. (Original) The method of claim 1 wherein the program supports a sales transaction.

12. (Original) The method of claim 1 wherein the program supports a help desk inquiry that involves customer support for a product or service.

13. (Original) The method of claim 1 wherein the program supports a report for customer support to report a malfunctioning product, system, or service.

14. (Original) The method of claim 1 wherein the program calls another program to process an inquiry.

15. (Currently Amended) A computer program product residing on a computer readable medium, for conducting commerce comprises instructions for causing a computer to:

receive a commercial transaction request from a user as text input;

analyze the text input using natural ~~programming~~ language processing to build conversations with the user based on the commercial transaction request;

conduct a commercial transaction with the user based on the text input;

generate a voice-synthesized response in accordance with the commercial transaction through an avatar;

track the commercial transaction by storing the commercial transaction in the database, and

analyze, statistically, a plurality of tracked commercial transactions made by plural users to produce market research information.

16. (Currently Amended) The computer program product of claim 15 wherein instructions to track comprise instructions to:

search a database for related information associated with conducting the commercial transaction.

17. (Currently Amended) The computer program product of claim 15 wherein instructions to track comprise instructions to:

generate follow-up messages to send to the user that is based on added information stored in the database.

18. (Previously Presented) The computer program product of claim 17 wherein responses to the follow-up messages are received and the responses are statistically analyzed to generate marketing related information.

19. (Currently Amended) The computer program product of claim 15 wherein the commercial transaction is a user request as to order status for an order being tracked in the database.

20. (Currently Amended) The computer program product of claim 15 wherein instructions to generate the response comprise instructions to:

- search a database for content related to the commercial transaction request; and
- animate the avatar with a voice and facial movements corresponding to content found in the database.

21. (Currently Amended) The computer program product of claim 20 wherein instructions to animate comprise instructions to generate verbal suggestions for conducting the commercial transaction.

22. (Previously Presented) The computer program product of claim 20 wherein instructions to animate comprise instructions to use natural language processing to develop and build conversations between the user and the avatar.

23. (Previously Presented) The computer program product of claim 20 wherein the program performs an inquiry for financial information related to the user.

24. (Original) The computer program product of claim 20 wherein the program supports a sales transaction.

25. (Original) The computer program product of claim 20 wherein the program supports a help desk inquiry that involves customer support for a product or service.

26. (Original) The computer program product of claim 20 wherein the program supports a report for customer support to report a malfunctioning product, system, or service.

27. (Original) The computer program product of claim 20 wherein the program calls another program to process an inquiry.

28. (Currently Amended) A system for conducting commerce, the system comprising:
a server computer for:

receiving a commercial transaction request from a user as text input;
analyzing the text input using natural ~~programming~~-language processing to build
conversations with the user based on the commercial transaction request;
conducting the commercial transaction with the user based on the text input;
generating a voice-synthesized response in accordance with the commercial
transaction through an avatar;
tracking the commercial transaction by storing the commercial transaction in the
database, and
analyzing, statistically, a plurality of tracked commercial transactions made by
plural users to produce market research information.

29. (Previously Presented) The system of claim 28 further comprising:
a client system for sending the text input to the server, with the client system executing a
web browser program.

30. (Previously Presented) The system of claim 28 wherein the server generates follow-
up messages to send to the user that is based on added information stored in the database.

31. (Previously Presented) The system of claim 30 wherein the server receives responses
to the follow-up messages and statistically analyzes the responses to generate marketing related
information.